

ARUBA VISITOR'S GUIDE

GUIA PARA EL TURISTA EN ARUBA

Publishers: E. S. Pellegrim, Cura Cabai 57, Tel. 7294
Editores: H. E. Reeberg, Ponton 14, Tel. 2775

VOL. 5, No. 1, JANUARY 1970
Printers: Verenigde Antilliaanse Drukkerijen



ENTRANCE OF THE BASI RUTI HOTEL AT PALM BEACH — ARUBA NETH. ANT.

(With Aruba Road Map in color)

FREE COPY — GRATIS

KAN

ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND

As can be seen in

Sheraton's
Coffee Shop



Jewelers



KAN

ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND

Sea Wolf Automatic

Divers' watch



Jewelers



KAN

ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND



YASHICA binoculars



Jewelers



Bonbini - Welcome - Bienvenidos

Our staff will gladly assist you with all possible information and suggestions to make your stay in Aruba a most pleasant and enjoyable vacation.

Al desearles una estadía muy placentera en esta isla, nos ponemos a sus órdenes para asistirles en la mejor forma posible.

Aruba TOURIST BUREAU

TEL. 3777



welcome, bienvenido, "bon bini" to Aruba MARISKA'S BOOKSTORE

We have for you, postcards, postage stamps and a mailing service. Also American magazines, English paperbacks, Aruba souvenirs and for stamp collectors we have all the stamps that you miss in your collection.



SHOP TALK

Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Hagging is not an accepted custom in Aruba. Stores are open from 8—12 noon and 1.30 (2)—6 p.m. Monday thru Saturday.

A fine place to start your shop tour is at ANTONIO'S RESTAURANT for good snacks and fast service. At the head of the Nassaustraat, the town's mainstreet, you face MANHATTAN STORE, INC. Enjoy pleasant shopping and look through their large assortment of international gift items; copper & brassware, Israeli ceramics, embroidered linens, beach wear..... and Samsonite suitcases. A few steps down is MARISKA'S BOOKSTORE. Here you'll find the largest assortment of postcards, slides, color films, of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is FANNY'S. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is LEO BERLINSKI's jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find ARUBA PEASANT SHOP, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Now cross the street again and enter CASA HAIME. Featuring extensive lines of souvenirs, embroideries, jewelry, Mallorca pearls, Swiss watches, beach wear and boutiques. This modern store is air- & musicconditioned and service excellent. Continue to ARUBA TRADING COMPANY, Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit PHOTO EL GLOBO, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely

VISIT

FANNY'S

Mainstreet No. 7

Aruba - N.A.

Van Roolle
 Ballantyne Cashmeres
 Lyle & Scott Cashmeres
 Eminence gents underwear
 Dada chemise
 GIVENCHY
 Canon
 National
 Longchamp
 Jeantet
 dunhill
 Step Atomizers
 Arly
 CONSUL
 ROYCE
 Trans Globe
 L'images MINIATURES
 Tudor Crystal
 Marcel Franck VAPORISSEURS
 Royal Tuscan MEMBER OF THE WEDGWOOD GROUP
 ROYAL ALBERT Bone China



The most accurate
GP High Frequency
chronometer in the
world

GIRARD-PERREGAUX

FINE WATCHES SINCE 1791

"Leo Berlinski" Jeweler

DIAMONDS — JEWELRY — WATCHES

ORANJESTAD SAN NICOLAS
ARUBA, N. A.

showcase displays identify **SPRITZER+FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. **SPRITZER & FUHRMANN** has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know **SPRITZER & FUHRMANN** was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. From Spritzer's "Optica Moderna" we stroll toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately-priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "H a r p o o n". Next block (behind No. 1 Store) we find **LA VENEZOLANA**, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at **JEWELRY OLGA VASQUEZ** for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of **HONG KONG RESTAURANT AND BAR**, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the **CORAL STRAND HOTEL**, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the **TROCADERO**. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the **MANCHEBO BEACH HOTEL** invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean. Last but not least, discovering the other end of the Island in the center of San Nicolas is the **ASTORIA HOTEL**. The open-air patio lovely decorated in Chinese style invites you to have your genuine Chinese food served under exotic tropical sky..... We hope you enjoy your stay in Aruba and say in Papiamentu "Ayo" which means "Goodbye" or "So long"!

HOTEL RESTAURANT SAN MARCO



- The only restaurant in Curaçao with Genuine Italian Dishes such as: Canelloni - Pizza - Lasagna - Veal Scalopine - Scampi
- Airconditioned restaurant
- Two minutes walking distance from the famous Pontoon bridge.
- Situated in the middle of the shopping center.
- RATES: SINGLE \$ 9.45
DOUBLE \$ 12.20
TRIPLE \$ 14.85

HOTEL RESTAURANT (Italian) SAN MARCO
CURAÇAO - NETH. ANTILLES - TEL. 12880

For Your Shopping We Recommend
RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

SPORTSHOP ANTILIANO
MANHATTAN STORE
MARISKA BOOKSTORE *
FANNY'S
LEO BERLINSKI *
ARUBA PEASANT SHOP
CASA HAIME
ARUBA TRADING COMPANY - PHOTO EL GLOBO *
PALAIS ROYAL
RIVIERA

SPRITZER+FUHRMANN *

CASA DEL MIMBRE
PALAIS ORIENTAL
KAN JEWELERS *
LA VENEZOLANA
JOYERIA & RELOJERIA OLGA VASQUEZ
MAGGY'S BEAUTY SHOP
DE WIT BOOKSTORE *
HARTOG SHOE SHOP
LA BONANZA
BEAUTILITIES & CO.
VALEN GIFT SHOP (Airport - Aeropuerto)

San Nicolas:

RED BOOKSTORE
LEO BERLINSKI *

SPRITZER+FUHRMANN *

ARUBA POST *
PALAIS ORIENTAL
FANNY'S

* Closed on Tuesday afternoon. Cerradas martes en la tarde.

For Rent "COSY CORNER BUNGALOW"

close to beaches and shopping center

- private
- comfortable bedroom combined with cosy living room
- airco
- modern kitchenette
- T.V.
- terrace and lovely garden
- telephone
- maid service available

RATES: Dec. - May \$ 17.50
May - Dec. \$ 15.00

CALL: E. I. IRAUSQUIN,
TEL. 8058, HOOIBERG 26B, ARUBA.

- no charge of Government tax

Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES

Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



NOTE

U.S. Customs Duties

Any reproduction of this guide without written permission of the publishers prohibited. Every effort has been made to insure the accuracy of the information contained in this guide. However, we are not liable for any changes or omissions.

For further information contact:

ARUBA INFORMATION CENTER

NEW YORK: 576 Fifth Avenue, 7th. floor, New York
Phone: 10717

MIAMI BEACH, FLORIDA :

407 Lincoln Road, Florida 33139, Phone: 5317411

PUERTO RICO: 804 Ponce de Leon Ave.

Miramar, Phone: 725-6700

CANADA: 1405 Bishop Street, Montreal, Quebec.

Phone: VI 5-0292

ARUBA: ARUBA TOURIST BUREAU, Oranjestad,

Aruba, Netherlands Antilles, Phone: 3777,

or your travel agent.

Important: Because customs regulations were created primarily for importers of articles for resale, they are highly, complex and voluminous. Therefore none of the duty rates listed below should be considered absolute by the individual traveler. They have been gathered to serve as a general guide only. Some articles have no duty charge. Others such as clocks, are dutiable under more than one rate. It should also be remembered that customs authorities take "wear and tear" into consideration on items like wearing apparel if they have already been worn by the returning traveler. Per cent charges listed are on value of article - ad valorem.

Cameras, still, over \$ 10	12%
motion, over \$ 50	9½%
China, bone	28%
Crystal	22%
Diamonds, cut but not set under ½ carat	6%
over ½ carat	8%
Jewelry, gold 19%; silver	19-44%
Leather handbags	18%
Music boxes	11-20%
Pearls, loose or temporarily strung: cultured	4%
natural	11½%
Perfume	12 c/lb. + 12%
Silk knits (as wearing apparel)	20%
Sterling flatware	14-20%
Toys	19-28%
Wood carvings	15%

CASA DEL MIMBRE PHONE 2430 - NASSAUSTR. 38 - ORANJESTAD

- Colombian Arts & Crafts
 - Haitian Wooden Wares & Crafts
 - 100% Woollen Ponchos (Ruanas)
 - Straw Hats & Hand Bags
 - Souvenirs & Gifts

Mail Orders accepted

Trocaadero

Airconditioned Dining Room overlooking the Schooner Harbor



TEL. 1756

COCKTAIL LOUNGE

OPEN FROM 10 A.M. TO 2 A.M.

- STEAKS
- Chinese dishes
- Curry dishes

Specializing in
SEAFOOD



Aruba



Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.

Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.



Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

Manhattan Store N.V., Inc.

ORANJESTAD

TEL. 1159



Ready to wear
for
the whole family

Ladies Dresses,
Night Gowns,
Sweaters and
Beaded Bags

Samsonite Silhouette
The Gift That Says "You Care!"

Dear Mr. & Mrs. Tourist:

Riviera invites **YOU**

Riviera

Nassastraat (Mainstreet) 20

Tel. 3663

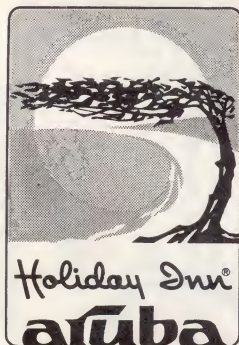
Wake up in the morning
with nothing to do
Go to bed at night
with it half done...



Aruba is that kind of place — with its quaint "neat-as-a-pin" Dutch flavor, world renowned freeport shopping, delightfully charming people and unquestionably the finest beach in the Caribbean.

This deluxe new kind of Holiday Inn is here to help put you in that special frame of mind. With 209 beautifully decored rooms and suites, excellent foods, entertainment, shopping, casino, sailing, fishing, and lots and lots of other nothing-to-do things.

Come share it with us.



Your new world of **Holiday Inns**

**WHEN AT ARUBA
DO AS ARUBA DOES**



Yes, enjoy the sugar white beach all to yourselves; enjoy the sparkling clear sea water, the clean air, and among other things, enjoy AMSTEL BEER, one of the world's finest beers, brewed with pure distilled water in the Netherlands Antilles and the finest hops and malts to guarantee fresh quality!

THAT'S ARUBA, THAT'S AMSTEL!

J. E. P. CABENDA

Oude Schoolstraat 3 — Oranjestad — Tel. 1539

FOR THE BEST IN

SPORT ARTICLES

**THE BEST-STOCKED SUPERMARKETS
IN ARUBA**

NICK HABIBE Jr's

Finest quality ● Holland cheeses

- ◆ Russian caviar
- ◆ Beefeater Gin
- ◆ Tobler chocolates
- ◆ and many more

ANTONIO'S Coffee Shop & Restaurant

Airconditioned

TEL. 3535

Located in the heart of the shopping center

Serving **BREAKFAST ★ PLATTERS**
SANDWICHES ★ LOCAL SNACKS
BEVERAGES AND ICE CREAM

Welcome to Aruba



ENTERTAINMENT

HOLIDAY INN HOTEL

BASI RUTI BEACH HOTEL

Steelband music Wed., Friday & Sat. night.

ARUBA CARIBBEAN HOTEL-CASINO:

Klompen Klub - Bali Bar

ARUBA-SHERATON HOTEL & CASINO:

Rembrandt Room (Supper Club)

Club Diablo

Discotheque: Thursday, Friday & Saturday 9 p.m. - 2 o'clock in the morning; 2 p.m. - 6 p.m. Sundays.

DE OLDE MOLEN (closed on Mondays):

Mill-O-Theque: 10 p.m. - 2 o'clock in the morning;
 Saturday 11 p.m. - 5 o'clock in the morning.

MANCHEBO BEACH HOTEL:

Andicouri Room - open: 7 p.m. - 10:30 p.m.

Vespucci sunken pool bar - open: 9 p.m. - 1 o'clock in the morning.

DIVI-DIVI BEACH HOTEL: Pelican Beach Bar and Patio:

Wine and Dine with Jossy Brokke - 6.30 to 10 p.m.
 Wed. thru Sun. Dancing - Friday and Sunday plus late Supper Snacks. Patio Barbeque - Sunday 11 a.m. to 5 p.m.

CORAL STRAND HOTEL "Talk of the Town Restaurant"

Moonlight Grill

HOTEL "THE CACTUS INN":

Discotheque: 9 p.m. - 2 o'clock in the morning (except Tuesdays)

MOVIE THEATRES:

ORANJESTAD: DE VEER (next to Trocadero Restaurant)

RIALTO

BALASHI (near Waterplant): DRIVE-IN, 8:30 p.m.

SAN NICOLAS: PRINCIPAL

LOCAL CIVIC CLUBS



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Dinner meeting at Coral Strand Hotel every second Thursday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

MASONIC LODGES

Lodge "El Sol Naciente" — Tel. 1818

King Solomon's Lodge — Tel. 5619

Lodge "Hiram 102" — Tel. 5431

ROSICRUCIAN ARUBA CHAPTER, AMORC.

Savaneta 202. For info call 3263.

Meetings: every Thursday evening

THE DIVI DIVI HOTEL CORPORATION N. V.



Invites you to participate in the ownership of

THE DIVI DIVI BEACH HOTEL
 now completed at Druif Beach.

Oranjestad, Aruba - Tel. 3300 - Cable Diviho

For details

call or write Investment Department

Hollandsche Bank Unie N.V.

Nassastraat 92 - Oranjestad - Aruba

Phone 1200.

New York office: 308 N. Tioga Street

Ithaca, N.Y. Tel. (607)-273-2040

DIVI DIVI BEACH HOTEL

P.O. Box 577 Tel. 3300

WINE - DINE - DANCE - RELAX

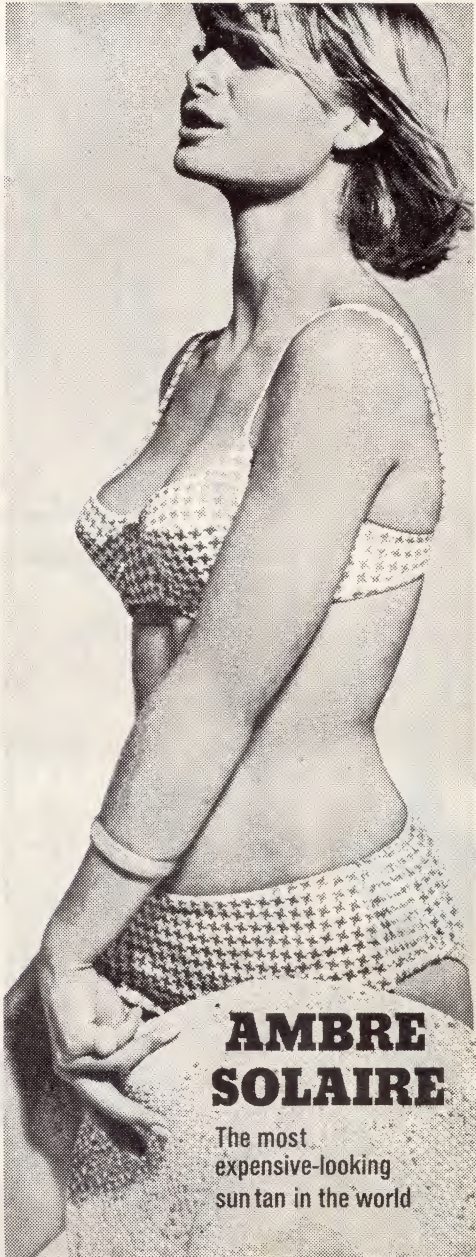
all under the Divi Divi tree

Here you will find:-

- ★ 1000 feet of sugar white beach
- ★ Fresh water swimming pool
- ★ Pelican beach bar + patio
- ★ Entertainment

Jossy Brokke winner of the Antilian Song Festival

Dancing - Friday & Saturday to the small hours.



**AMBRE
SOLAIRE**

The most
expensive-looking
sun tan in the world

Available in all good stores, Drug stores and Hotels.

Distributor :

BEAUTILITIES & CO.

Your beauty supply house with a full stock of
L'OREAL - PARIS

Tel. 1207 - 3893

MAGGY'S Beauty Technicians

- ★ *Your Beauty Shop for professional service*
- ★ *Discover a new way to WIGS, a new color by L'Oreal.*

Completely Airconditioned — Coffee served
Nassastraat no. 59 (mainstreet) - Tel 2113



Aruba-Sheraton
Hotel & Casino

invites you to visit its facilities

REMBRANDT ROOM (Supper Club)

Here you will find excellent food and international shows, amidst reproductions of Rembrandt paintings on walls of red felt and beautiful chairs covered in black and gold cut velvet.

CLUB DIABLO

This cocktail lounge offers entertainment and swinging music for dancing until 2 a.m.

**And for the junior set, Aruba's first
DISCOTHEQUE,
open till 2 a.m.**



**Enormous sweet water pool with nearby Balashi
Bar & Grill.**



DE WIT STORES N.V.

AUTHENTIC DELFT BLUE CHINA



ROYAL DUTCH PEWTER



ARUBA CARIBBEAN HOTEL

ARUBA SHERATON HOTEL

MANCHEBO BEACH HOTEL

Also at :

de Wit Giftshop Mainstreet Oranjestad

CASA HAIME N.V.

NASSAUSTRAT 10 - TEL. 1235 - 1152



Featuring extensive lines of:

- EMBROIDERED Sweaters - Table-cloths Handkerchiefs
- JEWELRY Gold & Silver - Mallorca Pearls Swiss watches
- BEADED Bags & Sweaters
- BEACH WEAR & BOUTIQUES



Bazar "CARMEN"

WEG SEROE PRETOE 37, SAN NICOLAS
PHONE: 5224

*Did your friend boast about bargaining?
Visit us and be the one to boast the next
time*

- DATSUN 1000
- DATSUN 1300
- DATSUN 1600
- DATSUN 2000

The most family fun car that is new with 988 reasons for superior performance

Pass for a free ride at:

Antillian Motors Aruba

Boerhaavestraat 21, Oranjestad
TEL. 3633 - 3733



E. L. FERROL - EST. 1947

- ★ Manufacturers' Representative
- ★ Commission Agent ★ Distributor

Cable: ELFE/ARUBA

Tel. Office: 2176

Address: P.O. Box 35

Res.: 3073

Hong Kong Bar & Restaurant



AIRCONDITIONED

THE MEETING PLACE FOR :

★ CONTINENTAL CUISINE

★ CHOICEST WINES

COCKTAIL LOUNGE

★ CHINESE DISHES

COURTEOUS SERVICE !

COZY ATMOSPHERE

A. Lacle Boulevard No. 19

Phone No. 2966



"BONBINI" TO ARUBA

from

DEWAR'S "White Label" SCOTCH WHISKY

it never varies



CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, ¡Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial

de Oranjestad. Empecemos por visitar a MANHATTAN STORE. Aquí se ofrecen regalos y recuerdos de todos los países del globo, carteras bordadas, sweters, trajes de baño, maletas Samsonite. Venga, vea, y convéznase Ud. mismo. Cruzando la calle entraremos en la FANNY'S SHOP, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y talles balinesas e hindús en madera y en marfil.

En la misma acera nos queda la JOYERIA DE LEO BERLINSKI, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próxima puerta está ARUBA PEASANT SHOP, que le ofrece sweters, bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellisimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la ARUBA TRADING COMPANY, con su anexo PHOTO EL GLOBO. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. Los caballeros encontrarán desde calzado hasta sombreros y trajes para todas las ocasiones, artículos de tocador que Ud. prefiera, licores y cigarrillos; todo de bien reputadas marcas. Sin ningún costo adicional la ARUBA TRADING le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado.

Capítulo aparte merece PHOTO EL GLOBO, especializándose en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura — de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en PHOTO EL GLOBO.

some people
always seem
to find the best
places to shop...

our
customers!

QUALITY.....

CHRISTIAN DIOR
GUERLAIN
MARCEL ROCHAS
BALLY
CHESTER BARRIE
DANA
JANTZEN
DADA
DAKS
D'AVENZA
DR. PAYOT
NINA RICCI
JEANNE GATINEAU
STENDAHL
CARVEN
YARDLEY
PRINGLE
etc. etc.



ARUBA TRADING COMPANY
MAINSTREET

Also visit our branch at the
ARUBA-SHERATON HOTEL

Valen Gift Shop

BEATRIX AIRPORT

YOUR BEST ADDRESS FOR
PERFUMES & COLOGNES
AND ALL KIND OF GIFT ITEMS

CHANEL	LE GALION
JEAN PATOU	JEAN D'ALBERT
REVILLON	NINA RICCI
CARVEN	WEIL

AND MANY MORE WORLD FAMOUS BRANDS



For information on investment possibilities
in Aruba

visit the :

DEPARTMENT OF
ECONOMIC DEVELOPMENT

2a A. M. Schüttestraat
Oranjestad,
Aruba, Neth. Antilles

Tel. 1482 - 1181

Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de SPRITZER AND FUHRMANN, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que SPRITZER AND FUHRMANN, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores, verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philipps y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de SPRITZER AND FUHRMANN son honradas en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está PALAIS ORIENTAL. Todos los esplendores del Oriente se despliegan ante nosotros en este tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de África; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de

sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del CORAL STRAND HOTEL, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el CORAL STRAND HOTEL "Talk of the Town Restaurant", un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el HONG KONG RESTAURANT & BAR, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, dirijase en taxi hasta el BASI RUTI HOTEL especializado en platos italianos. Si quiere disfrutar del paisaje marino dirijase al TROCADERO y ordene un plato a base de mariscos, que son la especialidad de este restorán. Pero la hora avanza y hemos de proseguir con nuestras compras. En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una vista a LA VENEZOLANA, de reputada fama por sus artículos finos para caballeros. Otra vez en la calle principal entraremos en la JOYERIA Y RELOJERIA OLGA VÁSQUEZ. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les siguiero ahora una visita al famoso "Vespucci Bar" del MANCHEBO BEACH HOTEL, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

FOR SALE

Over 28,000 square feet of freehold property land situated at Villa in ST. VINCENT, West Indies. Overlooking Aquatic Club and Young Island with beautiful view of Grenadines and beach rights to warm, blue Caribbean Sea. Just 3½ miles from city. Also 22,000 square feet of freehold property land at Ratho Mill on road to Blue Lagoon Hotel, next to Sugar Mill development project and overlooking the Carenage, about 5 miles from City of Kingstown in St. Vincent, West Indies.

For further information contact:

ELIO S. PELLEGRIM, 57 Cura Cabai, Aruba,
Netherlands Antilles, Phone 7294

BONAIRE-NETHERLANDS ANTILLES

ISLAND of FLAMINGOES and RELAXATION
33.4 ACRES of PROPERTY LAND at good price.
Contact: CARLOS PELLEGRIM, 22 Kockstraat,
Aruba, Netherlands Antilles, Phone 5772.

LA VENEZOLANA

MIREP STORE LTD.

Oranjestad, Aruba

Su mejor dirección en artículos finos para
caballeros

Importaciones directas de los Estados Unidos y
Europa. Nuestro lema es:

"MEJOR PRECIO", "MEJOR CALIDAD"

"MEJOR SERVICIO"

TEL. 1444

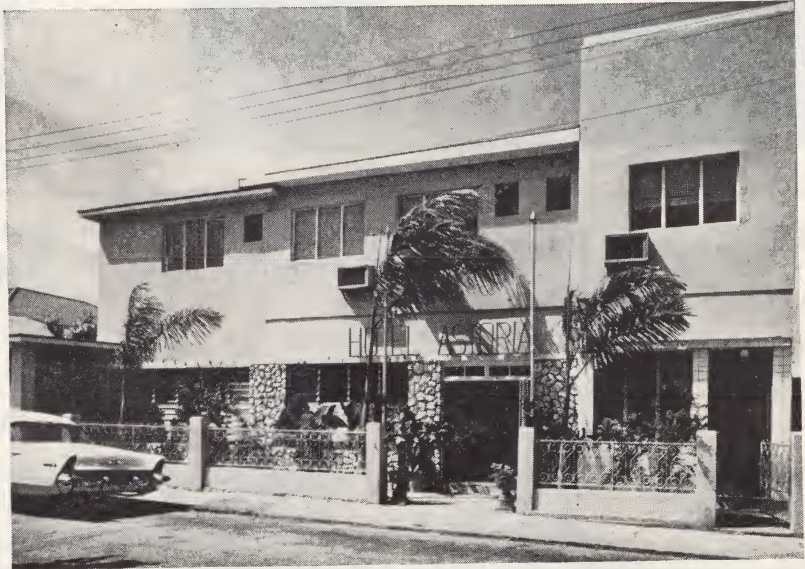
A STORIA

SAN NICOLAS - TEL. 5132

Your visit is incomplete if you have not visited the HOTEL ASTORIA.

- ★ The only Restaurant in Aruba with a genuine chinese cuisine.
- ★ In the center of San Nicolas
- ★ Open air Patio-Dining Room
- ★ Airconditioned Rooms

Visit us and have your dinners under TROPICAL BREEZE and EXOTIC TROPICAL SKY.



Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolívar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2

florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es ORANJESTAD, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Nor-

Dear Mr./Mrs. TOURIST :

You SHOULD know more about
LA BONANZA in Aruba.

Why not come and see our friendly
personnel at

Wilhelminastraat 58 D
(near Aruba Commercial Bank)

The quaint red-storage building with
Aruba's longest balcony, with waving
international flags!

You will find EXCLUSIVE GIFT ITEMS, every-
thing MUSICAL and ELECTRONICAL! All dis-
play rooms are air-conditioned! You will be sur-
prised — and not disappointed —

Any cab driver knows the place

LA BONANZA

at WILHELMINASTRAAT 58 - ORANJESTAD





Choose for the upholstery of these chairs, handwoven of different designs Ribcord, etc. Put these chairs with matching sofa or double chairs. The (rubber) pillows' upholstery are reversible and have zippers which makes them easy to clean. You have a choice of the modern colors : ivory, green or red.

MESKER

CURACAO ARUBA

All Electric Sales Stores

ARUBA'S ELECTRONIC CENTER

Distributor for :

ZENITH — NORGE — NIKKO — TOSHIBA
and LUX Amplifiers

Oranjestad

San Nicolas

Phone 1769

Phone 5220



Care for a DRINK?

★ Don't accept second best

★ Get the royal treatment

Insist on "REY DE COPAS"

"REY DE COPAS" THE KING OF DRINKS

will place Y O U on the throne

uega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweaters de Cachemira, sedas, azulejos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados innumerables barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado PARQUE WILHELMINA, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el DIVI DIVI, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el álamo, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de PALM BEACH e EAGLE BEACH que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el HOOIBERG (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son ANDICURI y DOS PLAYAS; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada. Sumamente interesante es el PUENTE NATURAL obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a BOCA DRUIF, que es una gruta junto a las dunas de BOCA PRINS.

El CUNUCU, que quiere decir campo en papiamento, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en AYO y CASIBARI donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En AYO Ud. puede explorarlas internándose por intrincados laberintos. En CASIBARI está la BOCA DEL DRAGON, que es una curiosa formación favorita de los fotógrafos.

Los que están interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de FONTEIN y de CANASHITO, y en las rocas de ARIKOK y AYO.

Los espeleólogos hallarán un reto en las grutas de QUADARIKIRI y HULIBA.

Otro sitio de interés es la iglesia y el cementerio de SANTA ANA. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el CASTILLO DE LOS PIRATAS en BUSHIRIBANA, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En BALASHI están las ruinas de otra mina de oro.

La LAGUNA ESPAÑOLA recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el FRENCHMAN'S PASS o sea PASO DEL FRANCES fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado SAN NICOLAS, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.

The **2** RESTAURANTS
Air Conditioned

THE **TWO** MOST EXCLUSIVE RESTAURANTS
IN THE CARIBBEAN.
ARUBA, NETHERLANDS ANTILLES

"BALI" Serving the famous Indonesian
"RIJSTTAFEL" (Ricetable) Bami Goreng -
Nassi Goreng, Steaks - etc. - Tel. 2131-3006

"THE OLD MILL"
For dining: "THE FRYING DUTCHMAN"
For Drinking: "THE OLD DUTCH" Cocktail Lounge
For Dancing: our CALYPS-O-THEQUE
(under the beams) TEL. 2060

Aruba

ESSO CLUB

*Located at the Eastern tip of the island, in
Seroe Colorado, right at the waters' edge*

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
- Enjoy movies in our air-conditioned theater
- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

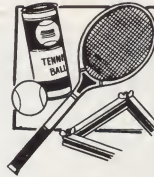
*The Esso Club is a private social club, with
guest privileges extended to visitors*

For information, call the Club Manager at 9-2470

SPORTSHOP ANTILIANO N.V.

Schelpstraat 4, Tel. 3886.

Close to Antonio's Restaurant



Extensive selection of

- ★ tennis rackets
- ★ underwater outfit
- ★ athletic equipment
- ★ sportswear
- ★ golf balls

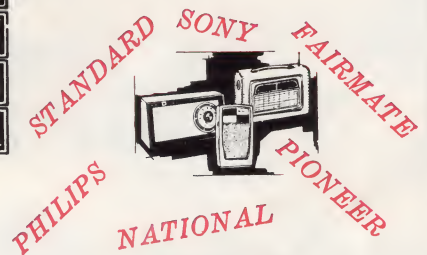
The only store in the Netherlands Antilles fully
specialized in all kind of sporting goods.

P
A
L
A
I
S

R
O
Y
A
L

A
R
U
B
A

YOUR RADIO-SHACK
IN ARUBA FOR



MAINSTREET



**Joyería
OLGA VASQUEZ**

For the world famous Swiss watches
**INVENCIBLE, INVICTA and
RODANIA**

the finest in jewelry 18, 14 and
10 kt. gold.

Colombian emeralds, silver tea and
coffee sets.

A beautiful collection of Swedish and
German crystal, copper wallplates,
ashtrays and candle-sticks.

Also an extension where you will
find lovely gift items and Delft Blue.

See you at **OLGA VASQUEZ**

NASSAUSTRAT 66, ORANJESTAD — TEL.: 2023

What's the most popular sport in Aruba?



Shopping at Spritzer & Fuhrmann.

We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

Come see our main building — the building with the bells — at Nassaustraat.

Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



SPRITZER + FUHRMANN

"Jewelers of the Caribbean"

ARUBA • BONAIRE • CURAÇAO • ST. MAARTEN • NEW YORK

TIPS ON U.S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10
4. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
5. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S. However, according to the new regulation, goods from Communist China not exceeding \$ 100,— are allowed within your \$ 100 exemption.
6. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still **GOOD BUYS.**